



**ENGLISH CODE SWITCHING AND CODE MIXING FOUND IN  
ADVERTISEMENTS OF KOMPAS IN THE FIRST WEEK  
OF JULY EDITION 2011**

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2011**



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**SKRIPSI**

Presented to the University of Muria Kudus  
in Partial Fulfillment of the requirements for completing the Sarjana Program  
In the English Education Department

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## **MOTTO AND DEDICATION**

### **MOTTO**

1. When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us (*Alexander Graham Bell*)
2. All our dreams can come true, if we have the courage to pursue them.  
(*Walt Disney*)

### **DEDICATION**

This skripsi is dedicated to:

1. Allah Almighty
2. My beloved parents who  
always pray and support me.
3. My brothers and sisters and  
all of my family who always  
support and love me.
4. My best friends who always  
care and advice me.

## **ADVISOR'S APPROVAL**

This is to certify that the Skripsi of **Ukhfiyatul Karimah** has been approved by the thesis advisors for further approval by examining committee.

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This skripsi is purely accomplished as partial to fulfillment of the requirement for getting the undergraduate degree of teacher training and education faculty of English Education Department Teaching Training and Education Faculty of Muria Kudus University.

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There is no greatest obstacle in writing it than avoiding in temptation of being perfect. Therefore, suggestion from the reader will be fully for this paper. Thanks for everyone who involved in fighting to make this skripsi better.

Kudus,     October 2011

The writer



## ABSTRACT

Karimah, Ukhfiyatul. 2011. *English Code Switching and Code Mixing Found In Advertisements of Kompas In The First Week of July Edition 2011*. Skripsi. English Education Department Teacher Training and Education Faculty of Muria Kudus University. Advisors: (i) Ahdi Riyono, S.S, M.Hum (ii) Drs. Muh. Syafei, M. Pd.

Key words: Code switching, code mixing, advertisement.

The use of English code switching and code mixing in advertisements has become common phenomena lately. This phenomenon happens because it can make the advertisement more communicative, and catchy. We can find advertisement in everywhere, in magazine, television, radio, internet, and newspaper. One of daily Indonesia newspaper that published a lot of advertisement is Kompas. It has some advertisements such as; job vacancy, product promoting, service, and etc. Most of them switch and mix Indonesian-English language to make the advertisement more interest to the readers. Code switching is a switching from one language or variety of language to another language or variety of language by the speaker and code mixing occurs when speaker use two languages together to the extent that they change from one language to the other in the course of a single utterance.

The writer determines the problems of the research as follow: (1) What are the kinds of forms and the functions of code switching found in advertisements of Kompas in the first week of July edition 2011? (2) What are the kinds of forms and the functions of code mixing found in advertisements of Kompas in the first week of July edition 2011?

The approach used in this research is sociolinguistics approach. The writer uses descriptive qualitative research because the writer describes the forms and the functions of code switching and code mixing. The data in this research is Indonesian-English code switching and code mixing found in advertisements of Kompas in the first week of July edition 2011.

The finding of the research shows (i) The form of code switching is external code switching and the function of code switching are informational, directive, and expressive (ii) The forms of code mixing are: word, phrase, hybrid, and clause and the function of and code mixing are: informational, and directive.

Finally, the writer hopes that the result of this research give great contribution to the students and the lecturers of English Education Department Teacher Training and Education Faculty Muria Kudus University, the readers, and the further researchers in order to develop their knowledge about code switching and code mixing.

## ABSTRAKSI

Karimah, Ukhfiyatul. 2011. *Alih Kode dan Campur Kode Bahasa Inggris dalam Iklan Kompas Pada Minggu Pertama Edisi Bulan Juli 2011*. Skripsi. Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muria Kudus. Pembimbing: (i) Ahdi Riyono, S.S, M.Hum (ii) Drs. Muh. Syafei, M. Pd.

Kata kunci: Alih kode, campur kode, iklan.

Penggunaan alih kode dan campur kode bahasa Inggris menjadi fenomena umum akhir-akhir ini. Fenomena ini terjadi karena penggunaan alih kode dan campur kode dalam iklan membuat iklan lebih komunikatif dan menarik. Kita dapat menemukan iklan dimana saja, di majalah, televisi, radio, internet dan Koran. Salah satu koran harian Indonesia yang mempunyai banyak iklan adalah Kompas. Kompas mempunyai bermacam-macam iklan seperti iklan lowongan pekerjaan, promosi produk, pelayanan dan lain-lain. Sebagian besar iklan tersebut mengalihkan dan mencampur bahasa Indonesia dan bahasa Inggris untuk membuat iklan lebih menarik pembaca. Alih kode adalah pengalihan dari satu bahasa atau ragam bahasa ke bahasa atau ragam bahasa lain oleh penutur. Dan campur kode terjadi ketika seorang penutur menggunakan dua bahasa secara bersama-sama, mereka mengubah dari satu bahasa ke bahasa lainnya dalam satu ujaran.

Dalam penelitian ini penulis merumuskan beberapa permasalahan sebagai berikut: (1) Apa saja jenis dan fungsi alih kode yang ditemukan dalam iklan kompas pada minggu pertama bulan Juli edisi 2011? (2) Apa saja jenis dan fungsi campur kode yang ditemukan dalam iklan kompas pada minggu pertama bulan Juli edisi 2011?

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan sosiolinguistik. Penulis menggunakan penelitian deskriptif kualitatif karena penulis mendeskripsikan bentuk-bentuk dan fungsi-fungsi alih kode dan campur kode. Data penelitian ini adalah alih kode dan campur kode antara bahasa Inggris dengan bahasa Indonesia yang ditemukan dalam iklan kompas pada minggu pertama bulan Juli edisi 2011.

Temuan penelitian menunjukkan (i) Bentuk alih kode yang ditemukan yaitu alih kode eksternal dan fungsi alih kode adalah fungsi informasi, direktif dan ekspresif (ii) Bentuk-bentuk campur kode yang ditemukan yaitu kata, frasa, baster dan klausa dan fungsi campur kode yaitu fungsi informasi dan fungsi direktif.

Akhirnya, penulis berharap bahwa hasil dari penelitian ini dapat memberikan kontribusi yang besar kepada para mahasiswa dan dosen-dosen bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muria Kudus, pembaca dan peneliti dalam mengembangkan pengetahuannya tentang alih kode dan campur kode.

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